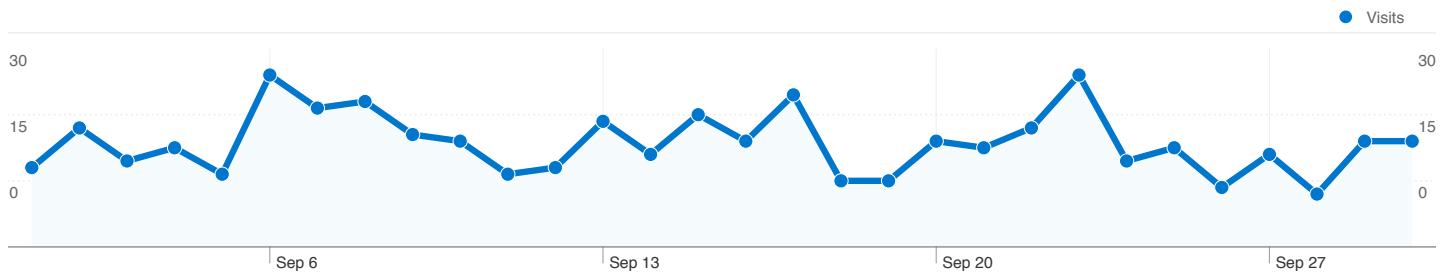


Dashboard

Sep 1, 2010 - Sep 30, 2010

Comparing to: Site



Site Usage

472 Visits

50.21% Bounce Rate

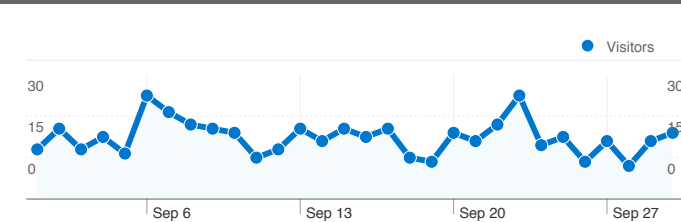
1,456 Pageviews

00:01:49 Avg. Time on Site

3.08 Pages/Visit

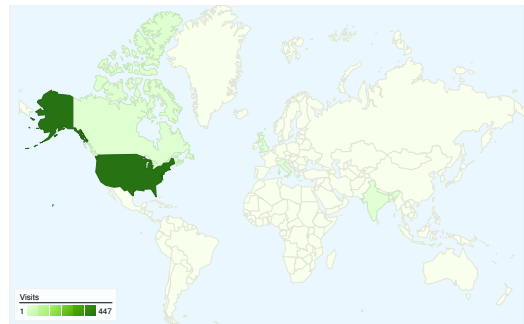
82.42% % New Visits

Visitors Overview

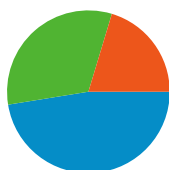


Visitors
414

Map Overlay



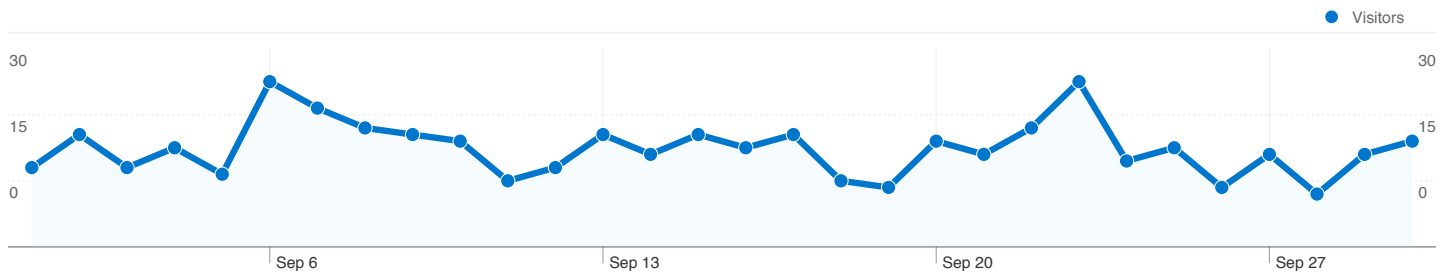
Traffic Sources Overview



- **Referring Sites**
224.00 (47.46%)
- **Search Engines**
152.00 (32.20%)
- **Direct Traffic**
96.00 (20.34%)

Content Overview

Pages	Pageviews	% Pageviews
/	576	39.56%
/explore.aspx	166	11.40%
/exploreregion.aspx?region=3	142	9.75%
/Default.aspx	106	7.28%
/exploreregion.aspx?region=4	72	4.95%



414 people visited this site

472 Visits

414 Absolute Unique Visitors

1,456 Pageviews

3.08 Average Pageviews

00:01:49 Time on Site

50.21% Bounce Rate

82.42% New Visits

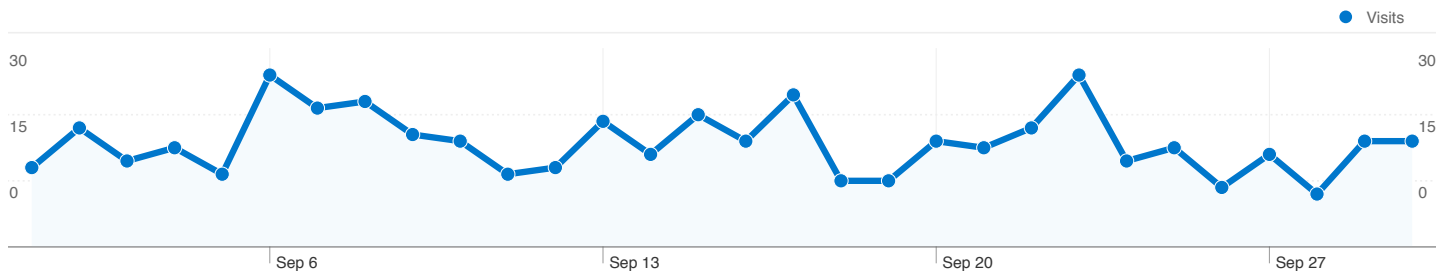
Technical Profile

Browser			Connection Speed		
	Visits	% visits		Visits	% visits
Internet Explorer	288	61.02%	Cable	184	38.98%
Firefox	120	25.42%	DSL	117	24.79%
Safari	38	8.05%	Unknown	114	24.15%
Chrome	22	4.66%	T1	48	10.17%
Opera	2	0.42%	Dialup	5	1.06%

Traffic Sources Overview

Sep 1, 2010 - Sep 30, 2010

Comparing to: Site

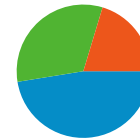


All traffic sources sent a total of 472 visits

20.34% Direct Traffic

47.46% Referring Sites

32.20% Search Engines



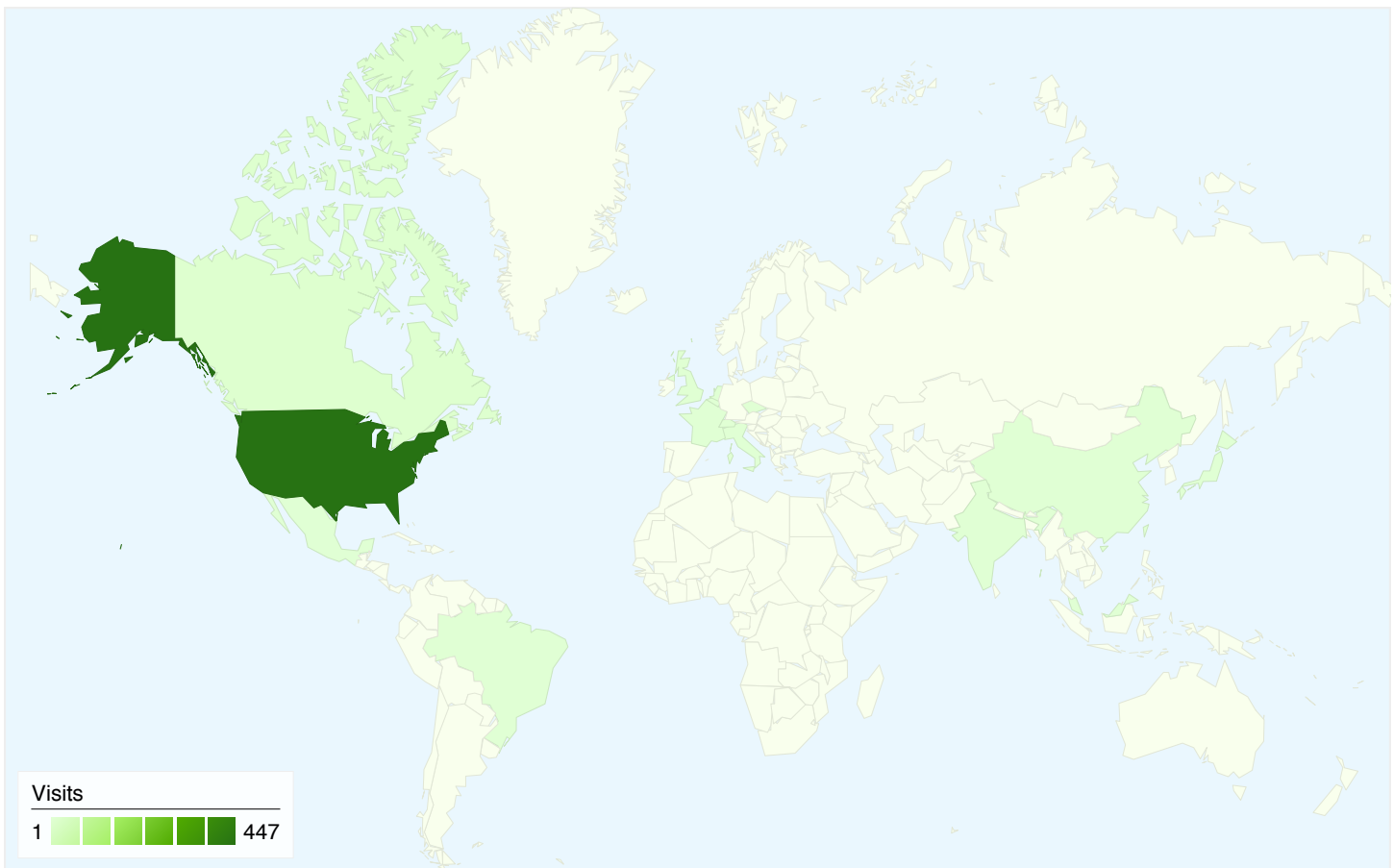
■ Referring Sites
224.00 (47.46%)

■ Search Engines
152.00 (32.20%)

■ Direct Traffic
96.00 (20.34%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	118	25.00%	southwest idaho	16	10.53%
(direct) ((none))	96	20.34%	swita	16	10.53%
cityofboise.org (referral)	87	18.43%	southwest idaho travel	7	4.61%
visitidaho.org (referral)	58	12.29%	western idaho	6	3.95%
bing (organic)	13	2.75%	southwestern idaho	4	2.63%

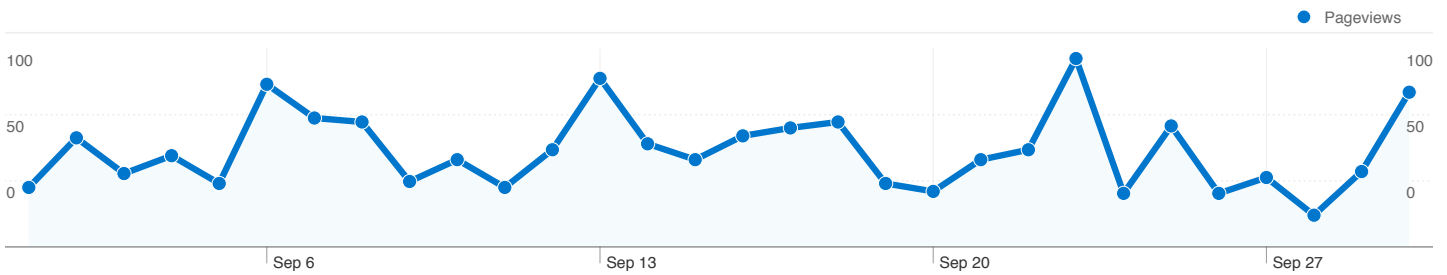


472 visits came from 15 countries/territories


Site Usage

Visits 472 % of Site Total: 100.00%	Pages/Visit 3.08 Site Avg: 3.08 (0.00%)	Avg. Time on Site 00:01:49 Site Avg: 00:01:49 (0.00%)	% New Visits 82.42% Site Avg: 82.42% (0.00%)	Bounce Rate 50.21% Site Avg: 50.21% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	447	3.08	00:01:47	81.88%	49.66%
Canada	8	6.00	00:06:31	87.50%	37.50%
United Kingdom	3	2.33	00:01:00	100.00%	66.67%
India	2	1.00	00:00:00	100.00%	100.00%
Italy	2	2.50	00:01:41	100.00%	50.00%
Malaysia	1	1.00	00:00:00	100.00%	100.00%
Netherlands	1	3.00	00:00:00	0.00%	0.00%
Czech Republic	1	1.00	00:00:00	100.00%	100.00%
France	1	1.00	00:00:00	100.00%	100.00%

Switzerland	1	1.00	00:00:00	100.00%	100.00%
1 - 10 of 15					



Pages on this site were viewed a total of 1,456 times

 **1,456** Pageviews

 **986** Unique Views

 **50.21%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	576	39.56%
/explore.aspx	166	11.40%
/exploreregion.aspx?region=3	142	9.75%
/Default.aspx	106	7.28%
/exploreregion.aspx?region=4	72	4.95%